

ABSTRACT OF THE DISCLOSURE

A display driver includes a front drawing row designation register, a partial mode setting register, a data line driver circuit having an operational amplifier section and a partial non-display voltage output section, and a partial display control section. 5 The front drawing row designation register is a register for designating one of the scanning lines corresponding to a front drawing row. The partial mode setting register is a register which sets for the scanning lines either a normal display mode in which a drive voltage depending on gray-scale data is supplied to at least one of the data lines, 10 or a partial non-display mode in which a partial non-display voltage is supplied to at least one of the data lines. The operational amplifier section drives at least one of the data lines based on the drive voltage. The partial non-display voltage output section drives at least one of the data lines based on the partial non-display voltage. The partial display control section controls the data line driver circuit.